8841420 Ver# 5 Status Revised T

Traffic Order# 36946

Printed: 09/21/2012 12:42 PM

Last Received: 09/21/2012 12:38 PM

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS
Advertiser ( ) HELLER, DEAN

Product HELLER/SENATE/REP

Estimate#

Rep Order#

EC'd Yes

Buyer NEIL WILLIAMS

Phone# Fax# Agency ( ) STRATEGIC MEDIA SERVICES

3299 K STRETT NW, SUITE 200 WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 09/12/2012 - 09/18/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES 1 of 6

Salesperson Phone# 202-872-5880 Salesperson FAX# 202-872-0263

## --- CONTRACT COMMENT ---

## --- REMARKS ---

THIS IS A REVISON, DO NOT DOUBLE BOOK TOTAL - \$35,285 PLEASE CONFIRM THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	500A-600A	A.	:30	\$225.00	09/12-09/14	4	1	4	\$900.00	
		Buyli	ne Comment	: 6A NEWS								
	2	M-TU Buyli	500A-600A		:30	\$225.00	09/17-09/18	3	1	3	\$675.00	
	3	W-F Buyli	600A-700F		:30	\$245.00	09/12-09/14	3	1	3	\$735.00	
•	4	M-TU Buyli	600A-700A		:30	\$245.00	09/17-09/18	2	1	2	\$490.00	
	5	W-F Buyli	700A-900A	A : EARLY SHOW	:30	\$150.00	09/12-09/14	3	1	3	\$450.00	
	6	M-TU Buyli	700A-900 <i>I</i>	A : EARLY SHOW	:30	\$150.00	09/17-09/18	2	1	2	\$300.00	

Rep Order# 8841420 EC'd Yes Traffic Order# 36946 Printed: 09/21/2012 12:42 PM 2 of 6 Status Revised Ver# 5 Last Received: 09/2 Showing Buylines: All Lines 09/21/2012 12:38 PM

Advertiser Product Estimate#	HELLER/SENATE/REP	Agency C/	3299 K STRETT WASHINGTON, P1/P2/E	Rep Firm Sales Office Salesperson	( ) N	VASHINGTON MIKE JONES				
Buyer Phone# Fax#	NEIL WILLIAMS	Flight Date Hiatus We		09/12/2012 - 09/18/2012			Phone# FAX#	202-872-5880 202-872-0263		
LT Ln	Day Time Progra	hm	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
7	W-F 900A- 1000A		:30	\$250.00	09/12-09/14	3	1	3	\$750.00	
	Buyline Comment: LIVE V	WITH KELLY								
8	M-TU 900A- 1000A		:30	\$250.00	09/17-09/18	2	1	2	\$500.00	
	Buyline Comment: LIVE V	WITH KELLY								
9	W-F 1000A- 1100A		:30	\$400.00	09/12-09/14	0	0	0	\$0.00	
	Buyline Comment: PRICE	IS RIGHT								
10	M-TU 1000A- 1100A		:30	\$1,000.00	09/17-09/18	1	1	1	\$1,000.00	
	Buyline Comment: PRICE	IS RIGHT								
11	W-F 1100A- 1200P		:30	\$500.00	09/12-09/14	0	0	0	\$0.00	
	Buyline Comment: YOUNG	& RESTLESS								
12	M-TU 1100A- 1200P		:30	\$1,500.00	09/17-09/18	1	1	1	\$1,500.00	
	Buyline Comment: YOUNG	& RESTLESS								
13	W-F 1200P- 1230P		:30	\$225.00	09/12-09/14	3	1	3	\$675.00	
	Buyline Comment: NOON	NEWS								
14	M-TU 1200P- 1230P		:30	\$225.00	09/17-09/18	2	1	2	\$450.00	
	Buyline Comment: NOON	NEWS								
15	W-F 1230P- 200P		:30	\$325.00	09/12-09/14	1	1	1	\$325.00	
	Buyline Comment: BOLD/	LET'S MAKE								
16	W-F 200P-300P Buyline Comment: TALK	- CBS	:30	\$350.00	09/12-09/14	1	1	1	\$350.00	

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Station I Advertiser Product Estimate# Buyer Phone# Fax#		ser	KLAS-TV LAS VEGAS  ( ) HELLER, DEAN  HELLER/SENATE/REP  NEIL WILLIAMS		Agency ( ) STRATEGIC MEDIA SERVICES 3299 K STRETT NW, SUITE 200 WASHINGTON, DC 20007 Agency C/P1/P2/E					Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES					
					Flight Da Hiatus W	o9/12/2012 - 09/18/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263				
		Ln	Day	Time	Program			Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	Transfer on the se														
		17	W-F Buylin	300P-400P e Comment:				:30	\$325.00	09/12-09/14	3	1	3	\$975.00	
		18	M-TU Buylin	300P-400P e Comment:				:30	\$325.00	09/17-09/18	2	1	2	\$650.00	
		19	W-F Buylin	430P-500P				:30	\$300.00	09/12-09/14	3	1	3	\$900.00	
		20	M-TU Buylin	430P-500P e Comment:				:30	\$300.00	09/17-09/18	2	1	2	\$600.00	
		21	W-F	500P-630P e Comment:				:30	\$375.00	09/12-09/14	6	1	6	\$2,250.00	
		22	M-TU Buylin	500P-630P				:30	\$375.00	09/17-09/18	2	1	2	\$750.00	
		23	W-F Buylin	630P-700P	INSIDE EDITION			:30	\$300.00	09/12-09/14	3	1	3	\$900.00	
		24	M-TU Buylin	630P-700P	INSIDE EDITION			:30	\$300.00	09/17-09/18	2	1	2	\$600.00	
		25	W-F Buylin	700P-800P	ET/INSIDER			:30	\$325.00	09/12-09/14	3	1	3	\$975.00	
		26	M-TU Buylin	700P-800P	ET/INSIDER			:30	\$325.00	09/17-09/18	2	1	2	\$650.00	
		27	W-F Buylin	1100P- 1135P	11P NEWS			:30	\$500.00	09/12-09/14	3	1	3	\$1,500.00	

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Last Received: 09/2 Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Advertiser ( ) HELLER, DEAN Product HELLER/SENATE/REP Estimate#				Agency ( 3299 WA Agency C/P1/F	Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES								
Buye Phon Fax#	er ne#	NEIL WILLIAMS			Flight Dates Hiatus Weeks	09/12	09/12/2012 - 09/18/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263	
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	28	M-TU	1100P- 1135P			:30	\$500.00	09/17-09/18	0	0	0	\$0.00	
		Buyl	ine Comment:	11P NEWS									
	29	TU	900P- 1000P			:30	\$2,100.00	09/18-09/18	1	1	1	\$2,100.00	
		Buyl	ine Comment:	NCIS:L//NCIS 9									
	30	W	900P- 1000P			:30	\$2,300.00	09/12-09/12	1	1	1	\$2,300.00	
		Buyl	ine Comment:	CRIMINAL MINDS									
	31	F	900P- 1000P			:30	\$1,200.00	09/14-09/14	1	1	1	\$1,200.00	
		Buyl	ine Comment:	CSI:NY									
	32	SA-SU	1100P- 1135P			:30	\$350.00	09/15-09/16	2	1	2	\$700.00	
		Buyl	ine Comment:	WKND LATE NEWS									
	33	SA Buyl	500A-700A	CBS SAT AM		:30	\$85.00	09/15-09/15	1	1	1	\$85.00	
		-											
	34	SA	1230P- 400P			:30	\$300.00	09/15-09/15	1	1	1	\$300.00	
		Buyı	ine Comment:	SEC FOOTBALL									
	35	SA Buvl	500P-700P			:30	\$175.00	09/15-09/15	1	1	1	\$175.00	
		20,1			•								
	36	SA	800P- 1000P	CAR PREME		:30	\$500.00	09/15-09/15	1	1	1	\$500.00	
		Buyl	ine Comment:	SAT PRIME MOVIE									
	37	ຮບ	630A-800A			:30	\$850.00	09/16-09/16	1	1	1	\$850.00	
		Buyl	ine Comment:	CBS SUN AM									

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Advertiser Product	HELLER/SENATE/REP			Agency ( ) 3299 K WASHI	Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES							
Estimate# Buyer Phone# Fax#			Agency C/P1/P2/F Flight Dates Hiatus Weeks	09/12/2012 - 09/18/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263			
LT Ln		Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
38		800A-830A Comment:	8A NEWS		:30	\$850.00	09/16-09/16	1	1	1	\$850.00	
39		930A- 1000A Comment:	930A NEWS		:30	\$175.00	09/16-09/16	0	0	0	\$0.00	
40	SU	1000A- 100P			:30	\$1,800.00	09/16-09/16	0	0	0	\$0.00	
41	SU	Comment: 500P-700P Comment:	5P NEWS SUN		:30	\$225.00	09/16-09/16	0	0	0	\$0.00	
42		700P-800P Comment:	60 MIN		:30	\$3,375.00	09/16-09/16	1	1	1	\$3,375.00	
*43	Sales Rema	rk: V5	BIG BROTHER Rate Changed		:30	\$1,600.00	09/12-09/12	1	1	1	\$1,600.00	
*44	SU	900P- 1000P	THE GOOD WIFE		:30	\$1,200.00	09/16-09/16	1	1	1	\$1,200.00	
	Sales Rema V5 Comment		Rate Changed									
45	W-F	400A-459A	4A NEWS		:30	\$20.00	09/12-09/14	3	1	3	\$60.00	
46	M-TU	400A-459A	4A NEWS		:30	\$20.00	09/17-09/18	2	1	2	\$40.00	
*47	M-TU Sales Rema		ELEC PLAY/ET		:30	\$40.00	09/17-09/18	2	1	2	\$80.00	

V5 Added

 Rep Order#
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Showing Buylines: All Lines

KLAS-TV LAS VEGAS ) STRATEGIC MEDIA SERVICES Rep Firm Station Agency 3299 K STRETT NW, SUITE 200 Sales Office ( ) WASHINGTON Advertiser ) HELLER, DEAN Salesperson ( ) MIKE JONES Product HELLER/SENATE/REP WASHINGTON, DC 20007 Estimate# Agency C/P1/P2/E Salesperson Phone# 202-872-5880 Buyer **NEIL WILLIAMS** Flight Dates 09/12/2012 - 09/18/2012 Hiatus Weeks Salesperson FAX# 202-872-0263 Phone# Fax# Spots/Week # of Total Total Cost Daypart LT Program Len Rate Dates Ln Day Time Weeks Spots ----\_\_\_\_ 1 \$20.00 W-F:30 \$20.00 09/12-09/14 1 1 \*48 137A-237A ELEC PLAY/ET

Sales Remark: V5 .

V5 Added

## --- REPORT TOTALS---

Report Totals: 84 / \$35,285.00

## --- SALES MONTHLY TOTALS---

Sep 12: 84 / \$35,285.00

Sales Totals: 84 / \$35,285.00
Station Totals: 84 / \$35,285.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

25% KTUD 08 40% KTNV Market Totals \$117,617 CABL 0% KLAS 30% KSNV 0% 0% 0% 5% UNKN KVCW KVMY KVVU

Books null Demos RA35+